

1) Purpose of this RFQ

This document seeks Quotations from highly qualified, experienced writers to work on the development of a statewide plan for suicide prevention. In his veto message for Senate Bill (SB) 1356, Governor Schwarzenegger directed the State Department of Mental Health (DMH), in consultation with other state Departments and local agencies, to build on the work of the National Strategy for Suicide Prevention (NSSP) and the Suicide Prevention Advocacy Network (SPAN) to develop a statewide strategic plan for suicide prevention. This strategic plan is due to the Governor on May 1, 2008. Beginning in June 2007, DMH will convene a Suicide Prevention Plan Advisory Committee to provide recommendations for this plan.

2) Scope of Work

The DMH Prevention and Early Intervention (PEI) Branch seeks to contract for a Writer to develop, compose and edit a statewide strategic plan for suicide prevention based on the work of a newly established Advisory Committee and feedback from suicide prevention stakeholders. In his veto message of SB 1356, Governor Schwarzenegger directed the Health and Human Services Agency (HHS) and DMH to develop a statewide plan for suicide prevention. DMH is currently recruiting a group of diverse individuals with experience in suicide prevention to participate in a Suicide Prevention Plan Advisory Committee. Currently, the Committee is expected to include about 30-50 individuals representing constituency organizations throughout California, as well as public participants. The Writer is expected to attend all Committee meetings and synthesize information presented at these meetings into a final plan that will be named, "California's Suicide Prevention Strategy."

Required Knowledge and Experience:

The Writer needs to be able to write clear, understandable, and readable prose for multiple target audiences with a minimum of jargon. The Writer must be skilled at synthesizing information from group discussion and notes and editing the plan accordingly. The Writer must be able to develop and present process recommendations in a clear and understandable manner. This includes composing the plan and preparing summary materials for the Advisory Committee and/or Stakeholders to review.

The Writer must be qualified to write the plan evidenced by academic accomplishments and previous experience writing and editing statewide reports. Experience composing and editing various publications is essential. The Writer shall provide evidence of previous experience with projects comparable in scope to this project. The Writer should provide references and evidence that project deadlines were met.

Expectations:

The Writer is expected to attend all Suicide Prevention Plan Advisory Committee Meetings (proposed dates provided in timeline below). We expect these to be day long meetings in the Sacramento area.

DMH will provide research support during the development of this report. After each monthly meeting, the Writer will have approximately one week to compose and revise the plan based on the meeting. The Writer will submit updated versions of the plan to DMH on a regularly scheduled ongoing basis and summarize materials for review at

subsequent Advisory Committee Meetings. The Writer will work cooperatively with DMH staff to become familiar with the revisions necessary to the plan. The Writer will meet with researchers, program management staff, and Advisory Committee members on an ongoing basis to become familiar with project needs. The Writer will make further revisions and submit additional drafts after the various reviews specified in the timeline provided.

The Writer may also need to take notes at the Oversight and Accountability Commission meeting reviews and Stakeholder Meetings on this topic. DMH expects the Writer to produce a completed report by the agreed upon deadline. The Writer will not be responsible for final layout and production of the report, but will be asked for recommendations.

Preliminary Timeline:

The following preliminary timeline for the Writer is subject to change. In the event of changes to the timeline, the Writer will be informed of such changes in a timely manner. Attendance at additional internal planning meetings may be required.

Suicide Prevention Plan Advisory Committee (SB 1356) Writer Timeline		
No.	Due Dates	Task(s)
1	6/1/2007	Review Preliminary Materials and Research
2	6/5/2007	Attend Internal Planning Meeting
3	6/12/2007	Attend Internal Planning Meeting
4	6/14/2007	Attend Suicide Prevention Advisory Committee Meeting
5	6/25/2007	Develop/Edit Plan and Meeting Materials- Submit to DMH for Review
6	7/12/2007	Attend Suicide Prevention Advisory Committee Meeting
7	7/23/2007	Develop/Edit Plan and Meeting Materials- Submit to DMH for Review
8	8/9/2007	Attend Suicide Prevention Advisory Committee Meeting
9	9/1/2007	Develop/Edit Plan and Meeting Materials- Submit to DMH for Review
10	9/27/2007	Attend OAC Review/Public Comment
11	10/1/2007	Develop/Edit Plan and Meeting Materials- Submit to DMH for Review
12	9/07/2007-10/05/2007	Stakeholder Process- Dates and Location TBD (Proposed – One North and One South)
13	11/8/2007	Attend Suicide Prevention Advisory Committee Meeting
14	11/15/2007	Develop/Edit Plan and Meeting Materials- Submit to DMH for Review
15	11/29/2007	Attend Suicide Prevention Advisory Committee Meeting
16	12/15/2007	Develop/Edit Plan and Meeting Materials- Submit to DMH for Review
17	12/31/2007	DMH Internal Review
18	1/15/2008	Develop/Edit Plan and Meeting Materials- Submit to DMH for Review
19	1/25/2008	Attend OAC Meeting - Review/Public Comment
20	2/15/2008	Develop/Edit Plan and Meeting Materials- Submit to DMH for Review
21	2/28/2008	Agency Review and Approval
22	3/31/2008	Final Revisions and Editing - Submit to DMH
23	7/31/2008	Submit Pre-Publication Version to Governor

3) Minimum Qualifications for Prospective Contractors

The RFQ applicant must demonstrate knowledge, expertise, and a minimum of five years of successful past performance in the following areas:

- a) Demonstrate experience writing and editing materials for the general public, including proposals, policy and legislative reports, and educational/training materials.
- b) Expertise in principles and practices in all aspects of the development, process, and oversight of policy writing.
- c) Expertise working with task forces to develop sensitive policy reports for policy makers and the media.
- d) Experience designing and conducting public information campaigns and dissemination of strategies for public and nonprofit agencies.
- e) Experience producing documents in formats conducive to professional graphic design and website applications.

4) Key Action Dates

Event	Date
RFQ posted on the DMH Website for a duration of four business days	May 17, 2007
Final Date for Quotation Submission	May 23, 2007
Proposed Award Date	May 24, 2007
Contract Award Notice (Will be posted on the DMH Website)	May 28, 2007

5) RFQ Requirements

- A. The prospective contractor shall provide a comprehensive scope of work.
- B. The prospective contractor shall provide a written statement describing their abilities and availability to provide the services detailed in item 2 above.
- C. The prospective contractor shall provide a written statement describing how he/she meets the Minimum Qualifications outlined in item 3 above.
- D. The prospective contractor shall provide at least two professional references.
- E. The prospective contractor shall provide a detailed budget and budget narrative, including approximate hours per task and the hourly rate, for the services to be provided. Travel amounts will be estimated separately, and we recommend that they be reported as a line item under operating expenses.
- F. The prospective contractor shall provide at least two, but no more than five, writing samples written for various audiences.

- G. The prospective contractor shall provide a resume' displaying his/her past experience to provide the services in Items 2 and 3 above.

6) Submission of Quotation

- A. All responses to this RFQ must be submitted in writing via fax, email or mail to the contact listed below by the date and time shown in item 4 above. Responses received after this date and time will not be considered.

Bertha MacDonald
Department of Mental Health
Prevention and Early Intervention Branch
1600 9th Street, Room 350
Sacramento, CA 95814
Telephone number: (916) 651-0693
Fax number: (916) 654-2739
Bertha.MacDonald@dmh.ca.gov

- B. All responses to this RFQ shall include the items identified in item 5 above. Responses not including the required items shall be deemed non-responsive. A non-responsive quotation is one that does not meet the basic quotation requirements; therefore, the non-responsive quotation will be rejected.
- C. Responses must be submitted for the performance of all the services described herein.
- D. Even if all of the required components are submitted, a response may still be rejected if any information provided is conditional or incomplete, or if it contains any alterations of form or other irregularities of any kind. The State may reject any or all responses and may waive any immaterial deviation in a response. The State's waiver of immaterial deviation shall in no way modify the RFQ document or excuse the Bidder from full compliance with all requirements if awarded the agreement. The Department of Mental Health reserves the right to reject all responses. The Department of Mental Health is not required to award an agreement.
- E. Costs incurred for developing responses and in anticipation of award of the agreement are entirely the responsibility of the prospective contractor and shall not be charged to the State of California.
- F. No oral understanding or agreement shall be binding on either party.

7) Evaluation Process

- A) After the responses to the RFQ have been submitted, each response will be checked for the presence or absence of required information in conformance with the submission requirements of this RFQ.
- B) The Contract Manager will award the contract to a prospective contractor who has submitted a response to this RFQ, has met the minimum qualifications, and has quoted a fair and reasonable price for the services to be performed.

- C) Each RFQ response will be closely evaluated for the writer's ability and skill to synthesize information from group discussion and notes and experience composing and editing various publications. The contract will be awarded to the applicant who has presented a comprehensive scope of work and can best demonstrate an effective track record as evidenced by academic accomplishments and previous experience writing and editing materials for the general public and multiple target audiences.

8) Agreement Execution and Performance

- A) Contractor shall commence work only after all approvals have been obtained and the agreement is fully executed. Should the Contractor commence work before the contract has been fully-executed, the services performed will be considered volunteered by the Contractor.
- B) All performance under the agreement shall be completed on or before the termination date of the agreement.